

CITY OF SAN ANTONIO



Administrative Directive

AD 6.14 City of San Antonio Communications Policy

Procedural Guidelines

Outlines procedures for internal and external communications

Department/Division

Department of Communications and Public Affairs

Effective Date

November 15, 2008

Project Manager

Di Galvan, Communications and Public Affairs Director

Purpose

This Administrative Directive will serve as the communications policy to foster an understanding of City policies, initiatives and services in order to provide clear, effective communications directives for the organization.

Policy

It is the policy of the City to ensure the timeliness of our internal and external communications to meet the needs of employees and the public. City employees shall make every reasonable effort to respond in a timely manner. If actions or decisions are delayed, it is important that such delay be communicated to those affected and a new estimated time for completion be provided.

All City communications to employees and the public should be polite, clear, timely and professional in tone.

Essential internal and external communications to employees and the public should be translated from English into Spanish, when possible, including, but not limited to, Administrative Directives, Policies, Brochures, Surveys and Flyers.

This communications policy serves as the official communications guidelines for all City of San Antonio (City) civilian employees (full-time, part-time, temporary and grant-funded).

Policy Applies To

☐ Uniformed Employees Under Collective Bargaining Agreements

☒ Current Temporary Employees

☒ Current Full-Time Employees

☒ Current Volunteers

☒ Current Part-Time Employees

☒ Current Grant-Funded Employees

☒ Current Paid and Unpaid Interns

☒ Police and Fire Academy Trainees

Policy Guidelines

Guidance:

The attached City of San Antonio Communications Manual (Communications Manual) shall serve as the official procedural guide for development and dissemination of communications.

Communications Team

The Communications Team consists of one employee from each City department designated by the department director. Each member is responsible for initiating a dialogue in his/her respective departments to discuss needed communications improvements.

The Department of Communications and Public Affairs will review this communication policy and Communications Manual annually, with the assistance of the City Communications Team, and propose any changes in the Policy to the City Manager and Management Team for approval.

The Communications Team will meet to discuss continuous improvements to City communications organization-wide.

Official City Spokespersons

The City Manager, City's Management Team, Department Directors, Assistant Directors and Public Information Officers listed in the Communications Manual are the principal disseminators of public information to the media and are official spokespersons for the organization. Employees are not restricted from speaking to the media as an individual citizen during non-City work hours. However, only designated City employees can provide the media with an official statement on behalf of the City.

City employees that are not specifically listed in the Communications Manual as official spokespersons shall not provide information to the media without the approval of their Department Director.

Roles & Responsibilities

Employees

Employees must follow the process within this policy and attached Communications Manual.

Departments

Each Department Director will review this policy and provide department employees, volunteers and interns with print or electronic access to it.

It is the responsibility of the Department Directors to make their employees aware of the identity of the designated spokesperson/s for their department.

<p><u>Department of Communications and Public Affairs</u></p>	<p>The Department of Communications and Public Affairs will oversee compliance with this communications policy and will assist employees with any questions regarding the policy. Employees can contact the Department of Communications and Public Affairs.</p> <p>The Director of Communications and Public Affairs will provide advice and guidance on all media relations and can be contacted directly.</p> <p>The Department of Communications and Public Affairs Director will chair the City Communications Team.</p> <p>Department of Communications and Public Affairs is responsible for updates to the communications manual.</p>
<p><u>Human Resources</u></p>	<p>Human Resources will be responsible for filing signed Acknowledgement Forms for this Administrative Directive in employee's personnel files.</p> <p>Human Resource Generalists must be notified of violations of this Administrative Directive and must be notified prior to any subsequent disciplinary action.</p>
<p>Attachments</p>	
<p><u>Acknowledgement Form</u></p>	<p>Attachment A</p>
<p><u>City of San Antonio Communications Manual</u></p>	<p>Attachment B</p>

Information and/or clarification may be obtained by contacting the Department of Communications and Public Affairs.

Di Galvan
Communications and Public Affairs Director

Date

Approved by:

Sheryl Sculley
City Manager

Date



CITY OF SAN ANTONIO

EMPLOYEE ACKNOWLEDGMENT FORM FOR

ADMINISTRATIVE DIRECTIVE 6.14 City of San Antonio Communications Policy

Employee:

I acknowledge that on _____, 20____, I received a copy of Administrative Directive 6.14 City of San Antonio Communications Policy and I received an overview of this policy from my supervisor/trainer.

Employee Name (Print)

Department

Employee Signature

SAP ID #

Supervisor:

I certify that on _____, 20____, I provided the above employee with a copy of this administrative directive and an opportunity to ask questions.

Supervisor/Trainer Name (Print)

Supervisor/Trainer Signature